



Main Street Basic Training

June 21-22, 2007

Provided by the Missouri Department of Economic Development
And the Missouri Main Street Connection (MMSC)

Learn about the nationally successful Main Street Approach to commercial district revitalization used by over 1700 communities nationwide from National Main Street Center Staff. During this intensive, two-day training, you'll study each of the four elements of the Main Street Approach: Organization, Promotion, Design, and Economic Restructuring - and find out how these areas can be combined in a local, grassroots initiative.

Who should attend? Main Street Basic Training is for anyone interested in learning about commercial district revitalization: new Main Street directors, board and committee members; urban planners, chamber executives, economic development professionals, community development corporation directors - anyone concerned about improving the health of the downtowns or neighborhood business districts.

Why should you attend?

- Learn the basics of commercial district revitalization
- Get an in-depth understanding of the nationally successful Main Street Four-Point Approach
- Network with others involved in commercial district revitalization

Speakers:

Organization: Marian Boyd, Arkansas State Main Street

Design: Prof. Steven Hoffman, Southeast Missouri State University

Economic Restructuring: Marian Boyd, Arkansas State Main Street

Promotion: Bridgette Epple/Gayla Roten, Managers, Accredited Mo Main Street Programs

Registration:

Main Street Basic Training is free of charge to participants. All fees are paid by the Missouri Department of Economic Development in response to DREAM applications. Please mail or fax registration form to MMSC, P. O. Box 1034, Branson, MO 65615, fax 417-335-3643

Location:

The setting of the training will be at the Clinton Building, 501 Campanella Drive in Sikeston.

Suggested Accommodations:

Pear Tree Inn (Drury) 573-471-8660; Drury Inn 573-471-4100 or 1-800-325-0402; or Holiday Inn 573-481-9500.

Questions:

For registration information, call Debbie McKey at the Downtown Branson Main Street

Association: Email: debm@downtownbranson.org Phone: (417) 334-1548 (see next page for additional registration info)

Agenda:

Thursday, June 21, 2007

- 8:30 AM Registration; The Clinton Building, 501 Campanella Drive
- 9:00 AM - Noon Organization - establishing and structuring an organization; raising funds, managing volunteers, promoting the revitalization effort
- 1:30 - 4:30 Design - basics of architectural style, façade rehabilitation, streetscape improvements, business appearance, & design incentives.

Friday, June 22, 2007

- The Clinton Building, 501 Campanella Drive
- 9:00 AM - Noon Economic Restructuring - economic forces affecting Main Street, retail market analysis, business retention and recruitment, real estate development
- 1:30-4:30 Promotion - defining and marketing Main Street's image, understanding the categories of promotions, organizing and implementing promotional events



Registration Form

Please send form by June 15 to
MMSC, PO Box 1034, Branson, MO 65615

Name:

Organization:

Address:

Phone:

Fax:

Email:

Please register me for the following sessions:

Thursday, June 21, 2007

☐ Organization ☐ Design

Friday, June 22, 2007

☐ Economic Restructuring ☐ Promotion